



artwork by Jillian Kogan / graphic illustration by California Arts Council / State of CA

CALIFORNIA IMAGINATION

CALIFORNIA ARTS DAY

TOOL BOX

Information, templates and suggestions for arts advocates to promote and celebrate the arts of California on the first Friday in October.

From the California Arts Council



CALIFORNIA ARTS DAY

OCTOBER 3, 2008



Introduction to Arts Day 2008

On the first Friday of October, the annual celebration of California Arts Day will take place in cities and towns across the state. The theme this year is *California Imagination*, and the image is the California Imagination bear composed of arts objects from hundreds of arts organizations and artists in California and created by Los Angeles artist Jillian Kogan.

The efforts of arts organizations statewide to create special events and opportunities for the public on California Arts Day can help demonstrate the impact the arts, creativity and imagination have on the California economy, the education and job preparation of its children, and the health and vitality of civic life in the state. By coming together under the unifying banner of the arts, Californians can show how important and rewarding the arts are to the California experience.

But California Arts Day isn't just about organized events. Californians can participate in the arts in quieter ways. Take an arts class. Write a poem or short story. Dance! Or participate as an arts lover by taking friends and family to arts events like the theater, museums, galleries, dance performances, music events, and other arts and cultural activities. Parents can take their children on an arts outing, adults can make plans for a performance with their senior citizen parents, couples can go somewhere artistic together, friends can invite friends, to experience the richness of California Imagination.

Through California Arts Day, the California Arts Council hopes to demonstrate the value, strength, and beauty of the arts and generate media coverage on the role the arts play in California. California Arts Day, as the first Friday in October, coincides with the national celebration of Arts and Humanities Month, and many events that occur in October can be associated with this event, as well as California Arts Day.

THIS 2008 CALIFORNIA ARTS DAY TOOL BOX CONTAINS:

- ❑ General ideas concerning how to celebrate California Arts Day
- ❑ Advice on how to garner local media attention.
- ❑ Suggestion pages for cities, counties, schools, presenters of the performing arts, and visual arts organizations, galleries and museums.
- ❑ Sample press releases to send to local media organizations about California Arts Day events. Three types to choose from: for performing arts organizations, local governments and other boards, and for schools and school organizations.



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General Ideas to Celebrate California Arts Day

Tie “California Arts Day” into existing events

- ❑ Find out what arts events happen locally on or around October 3 and ask those entities to label their events “California Arts Day” events.
- ❑ Advertise all local “California Arts Day” events in your local newspaper or newsletter, and on your website.
- ❑ Advertise your local “California Arts Day” event on the CAC website.
- ❑ Give discounts for “California Arts Day” events.
- ❑ Ask for notices of California Arts Day in event programs.
- ❑ Ask for announcements of the importance of California Arts Day during any public speeches surrounding the events. (Examples: during the welcoming of artists at an exhibit opening, when asking patrons to turn off cell phones at a performing arts venue, etc.).

Plan a California Arts Day party

Invite local arts organization leaders, arts supporters, elected officials, representatives from the local PTA, AARP, Convention & Visitors Bureau, and the media to plan a **California Arts Day Party**. Consider brainstorming how best to attract the most attention given time and money resources. Involve your whole community. Spread the work of the event--and the ownership--to increase your chances of success.

Consider:

- ❑ where to hold the party
- ❑ who to invite (include children)
- ❑ getting the word out to the public and media
- ❑ providing food and drink (perhaps asking local restaurants to donate)
- ❑ inviting the news media to all events
- ❑ decorations--hold a contest; invite local arts to show their works
- ❑ entertainment--dance, music, theatre
- ❑ leveraging partnerships with schools, libraries, and businesses
- ❑ inviting local television anchors, the mayor, or City Council members to give speeches
- ❑ keeping it simple and make it **FUN**. Focus on *the ARTS*.

Arts competition

- ❑ Have a **California Arts Day Poster Contest** with several categories for different ages. Award prizes as part of the celebration. Exhibit them at City Hall or another public venue.
- ❑ Hold a **California Arts Day Poetry Contest**. Plan an event around the readings of the winners. Create a virtual cyberspace Coffee House Poetry Reading for the Internet Generation. Involve popular bloggers and others in the planning.
- ❑ Have a **California Arts Day Talent Show** at a local school or other community group.

Work with your local media

- ❑ Provide the local media with facts and figures about the positive impact of the arts. Convince them to develop a special **California Arts Day Insert**.
- ❑ Work with editorial boards of your local newspapers for a **California Arts Day Editorial** about the value of the arts locally.
- ❑ Provide your local newspapers with an Op Ed or Letters to the Editor touting the value of the arts to the local community.
- ❑ Send out media advisory/news releases inviting them to cover your events.

Hold an awards event

- ❑ Honor local arts groups, artists, elected officials, civic leaders, and/or arts educators with awards. Invite an elected official to make the presentation.
- ❑ Send the media a news release and photos of the winners of the event.

Schedule a public hearing on the value of the arts locally

- ❑ Invite local leaders to give testimony on the role of the Arts, Culture and Creativity locally, statewide and nationally.
- ❑ Arrange with a local radio station to have the hearing with interviews and a talk-show call-in segment carried live.

Dedicate a new or already existent piece of public art

- ❑ If a new piece is about to be dedicated, plan it around this date.
- ❑ Re-dedicate an existing artwork. Is there a local favorite that is five, ten or twenty years old this year?

Create a mural or chalk-art display

- ❑ Arrange for a themed mural painting. Invite the public to participate--especially kids! A California school once decorated their entire blacktop with chalk-art murals for California Arts Day, and the event was covered by local television media via helicopter.

Make October 3 an “Arts for Free” day

- ❑ Ask local theatres, dance companies, museums to provide free or discounted admission for the public.

Hold a parade

- ❑ Invite local artists to create a parade with a special Arts Day theme.

Hold a one-day arts fair

- ❑ Invite local artists to exhibit their works and/or perform on one day.

Work with local stores

- ❑ Ask managers to feature local art works in the store windows--and advertise California Arts Day--October 3 in their advertising. Even just having mannequins holding California Arts Day signs would draw attention to both the store and to the arts.
- ❑ Ask local stores to invite artist and craftspeople to work in-store or in the display windows on October 3.

Hold a lecture/panel discussion

- ❑ Get important local citizens (academics, news anchors, sports figures, civic leaders, elected officials) to hold a panel discussion on the value of the arts.

Hold a “kids’ art” celebration

- ❑ Combine an exhibit with hands-on instruction from local artist (possibly include an outdoor chalk painting event).
- ❑ Make musical instruments out of recyclables and performing familiar or improvised music

Celebrate multicultural or culturally-specific art

- ❑ Plan an event that focuses on the diversity of cultural contributions to local civic life.

Create your own California Arts Day event

- ❑ We’ve tried to come up with as many suggestions as possible – now it’s your turn!

**Shine a light on the ARTS on California Arts Day
Friday, October 3, 2008.**

California Imagination



California Arts Day

Ideas for Cities and Counties

- **Resolutions.** Propose a City Council or Board of Supervisors resolution recognizing the value of the arts and supporting California Arts Day in your community as it is celebrated throughout the state. A sample resolution is available on the California Arts Council website.
- **Editorials.** Write an editorial on the value of the arts for your local newspapers and endorse it as a City Council or Board of Supervisors.
- **Meetings.** Invite a local children's choir to sing a song or a poet to recite after the pledge of allegiance at the opening of a City Council or Board of Supervisors meeting in early October.
- **Recognition.** Have the governing body make a presentation recognizing someone in your city who is a strong supporter of the arts.
- **Newsletters.** Highlight the arts offerings of your Community Services Department and/or the Civic Arts Commission in the October issue of the Community Services bulletin distributed to local residents. Include a reference to California Arts Day and the California Arts Council's website in the article demonstrating that your city is participating with the rest of California.
- **Events.** Encourage your Community Services Department and local arts groups to label their arts events that take place on or around October 3 as "California Arts Day" events, and to check the California Arts Council's website for more ideas.
- **Information.** Distribute information about the value of the arts to your community and its residents – flyers, website information, etc.
- **California Imagination Arts Day Poster.** Post the "California Imagination" Arts Day poster in a prominent place. Distribute copies to city offices and facilities, community centers, parks, etc. Organize events around the concept of local arts coming together as part of California Imagination.

For more on California Arts Day, **October 3, 2008**, go to:

www.cac.ca.gov



California Arts Day

Ideas for Presenters of the Performing Arts

- **Label** your events that take place on or around October 3 as “California Arts Day” events.
- **Arts Day Image.** Include the “California Imagination” Arts Day image on programs around these days or during the month of October.
- **Kids.** At an Arts Day children’s performance, ask all the kids in the audience who take any type of art classes to stand up. Applaud them.
- **Reception.** Label any reception planned before or after your Arts Day performance a “California Arts Day” event.
- **Discounts.** Consider offering special discounts for your California Arts Day events.
- **Restaurants.** Ask local restaurants to offer California Arts Day specials and promote that those restaurants are doing so when advertising your California Arts Day programming.
- **Honor** a local official who has been very supportive of the arts at your performance.
- **Recognition.** Have a local official make a presentation recognizing someone locally who has supported the arts.
- **Distribute information** about the value of the arts to your community and its residents.
- **Press.** Put out a news release supporting Arts Day in (your community) as it is celebrated throughout the state. (Samples available in this tool box.)
- **Resolution.** Promote a resolution on the value of the arts to your City Council or County Board of Supervisors. (Samples available in this tool box.)
- **Poster.** Post the “California Imagination” Arts Day poster in prominent places in the community.

For more on California Arts Day, **October 3, 2008**, go to:

www.cac.ca.gov



California Arts Day

Ideas for Schools, Teachers and Arts Education Organizations

- **Perform.** Have students perform in one or more of the performing art forms--music, dance, and theatre.
- **Show.** Create an exhibition of student work.
- **Decorate.** Add some color to the school with a Chalk Arts Festival on the playground or artwork on walls throughout the school.
- **Introduce.** Have a "Career in the Arts" day, and invite artists and arts administrators to speak to students about their jobs.
- **Challenge.** Hold a talent show. Include poetry in spoken format.
- **Explore.** Lead students in a creative writing exercise in the classroom or incorporate creativity through other arts forms like drama, music or dance.
- **Visit.** Go on a field trip to a museum or an arts center in the community.
- **Demonstrate.** Schedule an artist or performing arts company to do a workshop, demonstration or performance at the school.
- **Incorporate.** Integrate creative writing, drama, music, dance and visual arts into non-arts classes*.
- **Poster.** Post the "California Imagination" Arts Day poster in a prominent central place. Post copies in all classrooms.

* Suggestions available from the Visual and Performing Arts Standards and Framework from the California State Board of Education at www.cde.ca.gov/be/st/ss/index.asp . To obtain a hard copy of the standards, visit www.cde.ca.gov/re/pn/rc/orderinfo.asp or call 800-995-4099.

For more on California Arts Day, **October 3, 2008**, go to:

www.cac.ca.gov



California Arts Day

Ideas for Galleries, Museums and Visual Arts Organizations

- **Label** your events or exhibits that take place on or around October 3 as “California Arts Day” events. This works especially well with coordinated same-day gallery openings.
- **Arts Day Image.** Include the “California Imagination” Arts Day image on printed materials for events or exhibits that take place on or around October 3, or during the month of October.
- **Host an Artist** to conduct mini-workshops for kids and/or adults in an informal environment. Possible theme: “What does Art do for my life?”
- **Offer a Lecture** on a featured art form, genre or artist to the general public.
- **Reception.** Label any reception planned in early October a “California Arts Day” event.
- **Discounts.** Consider offering free admission or special discounts for your California Arts Day events.
- **Restaurants.** Ask nearby local restaurants to offer California Arts Day specials and promote that those restaurants are doing so when advertising *your* California Arts Day programming.
- **Honor** a local official who has been very supportive of the arts in your community.
- **Recognition.** Have a local official make a presentation recognizing an artist or someone locally who has supported the arts.
- **Distribute information** about the value of the arts to your community and its residents.
- **Press.** Put out a news release indicating that your organization supports Arts Day in (your community) as it is celebrated throughout the state. (Template available in this tool box.)
- **Poster.** Post the California Arts Day poster in a prominent place. Distribute copies to city offices and facilities, community centers, parks, etc.

For more on California Arts Day, October 3, 2008, go to:

www.cac.ca.gov



Sample Press Release - General

This template is meant to serve as a guide for a California Arts Day-related press announcement. Arts organizations using the text should insure that all appropriate language has been changed before release

[Your Organization's Letterhead]

News Release

www.ABCarts.org

FOR IMMEDIATE RELEASE

September 1, 2008

Contact: **Jane Smith**

916-555-1212

jsmith@ABCarts.org

ABC Arts Presents *Fantastic New Production* on California Arts Day 2008—Friday, October 3

Discounted tickets promote the Arts Day theme of "California Imagination"

CALIFORNIA CITY -- "California Imagination" is the theme of the eighth annual California Arts Day on Friday, October 3, and to celebrate ABC Arts will sell discounted tickets on October 3-5 for *Fantastic New Production*. New viewers are encouraged to bring along family members and friends, and participate in California arts by seeing *Fantastic New Production*.

"California is rich in the arts and culture, and California Arts Day is the time to recognize the importance of creativity and imagination to the Golden State," said Juan Wei Oranother, Director of ABC Arts. "ABC Arts is proud to participate in California Arts Day 2008 and this year's theme of California Imagination through discounted tickets on October 3-5 for *Fantastic New Production*."

The California Arts Council, a state agency, is the main proponent of California Arts Day and the "California Imagination" theme, based on the *California Imagination* project, an assemblage installation by Los Angeles artist Jillian Kogan resembling the California Bear Flag and illustrating the vast creativity in California through the arts. Hundreds of artists, educators, performers, organizations, creative professionals and ordinary Californians who value the arts

and creativity in the state sent the California Arts Council over 300 items or images for the stop-motion video public-service announcement and related materials.

“California Imagination represents the vastness, diversity and creativity of California,” said Muriel Johnson, Director of the California Arts Council. “It’s the perfect theme for the eighth annual California Arts Day.”

There are almost 99,000 arts-related businesses in California that employ over half a million people as of January 2008, according to Dun & Bradstreet data compiled by American for the Arts. National studies like “Tough Choices or Tough Times: Report from the New Commission on the Skills of the American Workforce” indicate that creativity, imagination and innovation are essential qualities of the workforce of tomorrow. And the arts are an essential quality-of-life element in healthy communities.

“California Arts Day — and the days following — are great times for arts lovers to find special programs for their families, and for parents who don't normally take their children to arts events and venues to take a first step toward making the arts part of their lives,” said Muriel Johnson, Director of the California Arts Council. The annual California Arts Day is always on the first Friday of October (October 3 in 2008) to recognize the role that arts, such as music, theater, visual art, poetry, dance, etc., play in the state. For more information about California Arts Day this year and in past years, go to www.cac.ca.gov or contact the California Arts Council at 916-322-6555.

Written by John Doe and starring Annie Buddy, *Fantastic New Production* is the sweet story of government officials getting along. “The finale when the senators dance the tango through the halls of the capitol is incredibly moving,” says Wei Oranother. For more information or tickets to *Fantastic New Production*, call XYZ Arts at 916-555-5000.

Sample Press Release – Children’s Event

This template is meant to serve as a guide for a California Arts Day-related press announcement. Arts organizations using the text should insure that all appropriate language has been changed before release

[Your Organization’s Letterhead]

News Release

www.XYZarts.org

FOR IMMEDIATE RELEASE

September 1, 2008

Contact: **John Smith**

916-555-1212

jsmith@XYZarts.org

XYZ Arts Presents *Fantastic New Kids Event* on California Arts Day 2008—Friday, October 3

Discounted tickets promote Arts Day theme "California Imagination"

CALIFORNIA CITY -- “California Imagination” is the theme of the eighth annual California Arts Day on Friday, October 3. To celebrate, XYZ Arts will sell discounted tickets on October 3-5 for *Fantastic New Kids Event*. Kids and parents alike will love the fun and wacky tale of *Fantastic New Kids Event* -- and be able to participate in California Arts Day as well.

“*Fantastic New Kids Event* is a lot of fun for the kids – and for adults,” said Imma Gonagitcha, Director of XYZ Arts. “We’re proud to be able to provide these performances at a discount during California Arts Day and take part in the ‘California Imagination’ theme.”

Studies show the arts play a significant role in a child's education, creative development and confidence. Evidence shows that not only are test scores higher for students who regularly participate in theater, music, dance, visual arts and other arts forms, but their self-esteem and general outlook rises as well. Family outings to museums, galleries, theaters, dance performances, music shows and cultural events can complement arts education and deepen the creative experience – as well as keep kids away from the television.

“Parents can help assist creative learning and confidence beyond the classroom by exposing their children to professional artists and production – like the *Fantastic New Kids Event* at XYZ Arts,” said Gonagitcha.

The California Arts Council, a state agency, is the main proponent of California Arts Day. The “California Imagination” theme is based on the *California Imagination* project, an assemblage installation by Los Angeles artist Jillian Kogan resembling the California Bear Flag and illustrating the vast creativity in California through the arts. Hundreds of artists, educators, performers, organizations, creative professionals and ordinary Californians who value the arts and creativity in the state sent the California Arts Council over 300 items or images for the stop-motion video public-service announcement and related materials.

“Quite a large percentage of the loaned items and images for the *California Imagination* project involve arts education and arts programs for children,” said Muriel Johnson, Director of the California Arts Council. “The arts enhance the creativity and imagination of the young – a key mission of the California Arts Council. Watching professional performers and seeing artwork by accomplished artists complements what children learn in school, and participating as a family makes the experience all the more enjoyable.”

The annual California Arts Day is always on the first Friday of October (October 3 in 2008) to recognize the role that arts like music, theater, visual art, poetry, dance, film, design, and other art forms play in the state. For more information about California Arts Day this year and in past years, go to www.cac.ca.gov or contact the California Arts Council at 916-322-6555.

Written by Jane Doe and starring Sam Buddy, *Fantastic New Kids Event* is the story that pretends that schoolchildren ran the state government. “The finale when the senators dance the tango with the kids through the halls of the capitol is incredibly moving,” said Gonagitcha. For more information or tickets to *Fantastic New Kids Event*, call the XYZ Arts box office at 916-555-5000.

Sample Resolution

RESOLUTION

in recognition and support of
California Arts Day, October 3, 2008

WHEREAS, the Arts have tremendous educational value, community value, economic value, and the uniquely American value of the pursuit of happiness;

WHEREAS, industries and businesses locate themselves in communities that are the centers of creativity, and California has more than twice as many arts-related jobs than any other state;

WHEREAS, the nonprofit arts and cultural organizations generate \$5.4 billion to the state's economy, create over 160,000 jobs and contribute \$300 million in state and local tax revenue;

WHEREAS, arts and cultural tourists account for \$17 billion annually, one out of every four dollars spent in the tourism industry, and provide a key component to economic development at the local level;

WHEREAS, theaters and cultural centers draw citizens to commercial hubs and urban centers; serve as homes to local music, theater, dance and other performing arts companies; provide sought-after cultural services, especially for children; and often provide a community identity through architecture;

WHEREAS, children learn critical-thinking skills and improve focus when provided a solid foundation in the Arts; and Arts are a core subject as declared by both the state and federal Departments of Education;

WHEREAS, participation in the Arts offers engaging, constructive and safe environments for young people during the non-school hours when they are most vulnerable to community violence and gang recruitment;

WHEREAS, the Arts build cultural bridges, contribute towards cross-cultural understanding, strengthen the association between identity and citizenship, preserve the traditions and contributions of its citizens, and enhance the quality of life;

WHEREAS, Public Art projects are elements of civic pride and help define and formulate responses to social, economic and cultural issues faced by citizens;

NOW THEREFORE, IT IS HEREBY DECLARED THAT THE CITY (OR COUNTY) OF _____ RECOGNIZES AND SUPPORTS THE MISSION OF THE CALIFORNIA ARTS COUNCIL TO ADVANCE CALIFORNIA THROUGH THE ARTS AND CREATIVITY BY DECLARING OCTOBER 3, 2008 CALIFORNIA ARTS DAY.

Mayor (or Supervisor)

Date

City (or County) of _____



California Arts Day

Frequently Asked Questions

How do the arts benefit California?

California has an unparalleled legacy of leadership in the arts and creativity. The power and influence of the arts and imagination can be seen and felt in all aspects of our daily lives—economically, socially, and educationally. The arts provide California’s competitive edge.

How do the arts benefit California’s economy?

- Nonprofit arts contribute more than \$5.4 billion to California’s economy, and nearly \$300 million in state and local tax revenues.
- California ranks as the leading state in the creative industries, according to a report using Dun & Bradstreet figures. The creative industries provide more than half a million jobs statewide in just over 98,000 creative businesses in the state.
- California’s entertainment industry generates \$13.5 billion and employs 164,000 high-wage workers; the arts, design and creativity are key components of success in these industries.
- Arts and culture in California are strong attractions for tourists, generating nearly \$360 million in annual spending. For every dollar spent producing arts events, \$11 is spent on transportation, lodging, dining, shopping, parking and other ancillary spending.
- The arts attract world-class talent to the state, which attracts and keeps business in California.
- Promoting the arts and creativity in our schools helps build a base of creative thinkers and problem solvers better prepared for employment in the global information age – key components of a healthy workforce that can compete with overseas labor markets.
- The presence of the arts in communities increases home values, which results in higher local tax bases and directly benefits our children’s schools.
- Recent studies show a direct correlation between arts education and economic benefits. Teamwork, flexibility and creativity as taught by the arts are needed in an increasingly competitive job market, and young people who learn the rigors of planning and production in the arts become valuable employees in California’s idea-driven work force.
- The arts develop essential skills including creativity, risk-taking, problem solving, out-of-the-box thinking, expanded perception, and increased imagination—elements that fuel

California's high-tech and entertainment industries, the state's most economically lucrative sectors.

- More professional artists live and work in California than any other state in the nation.
- The arts build community pride, revitalize neighborhoods and downtown area in decline, and provide a sense of uniqueness and identity to large and small communities alike.

What is the impact of the arts on academic performance, social development and lifelong learning?

- There are strong correlations between involvement in studying instrumental music during the middle and high school years and higher mathematics proficiency. Additionally, involvement in theatre arts correlates to higher reading proficiency.
- While learning in other disciplines may focus on developing a single talent or skill, the arts utilize multiple skills and abilities. Through visual arts, dance, music, theater, and other disciplines, cognitive, social and personal skills are developed and nurtured.
- The arts develop an awareness of different ways of perceiving and thinking, and build respect for other viewpoints, cultures and heritages promoting tolerance. This engenders a team-oriented and collaborative environment.
- The arts teach innovative hands-on learning and job skills, while building self-esteem and emphasizing excellence and creative self-expression.
- The arts cultivate social and academic skills, such as critical thinking, decision-making, team-oriented problem solving and risk taking, which contribute to a productive work force.
- The arts provide avenues for lifelong learning and enhance the quality of life for everyone, especially youth and the elderly.

How do the arts benefit at-risk and under-privileged youth?

- The arts reach many students who are not successful in the traditional school model by addressing different styles of learning, perspectives, cultures, and imagination in a non-threatening environment. The arts motivate students, reduce absenteeism and disruptive classroom behavior, and allow alienated students to perceive education as relevant.
- Community arts programs provide resources for youth to succeed and create safe places where at-risk children can develop constructive relationships with peers and participate in interactive programs with adult role models, counteracting gang activity and drug use.
- The arts provide a reason for students disengaged from school and other community organizations to become active and involved.
- Arts partnership programs give at-risk and under-privileged youth access to resources needed for workplace success, such as universities, schools, places of worship, businesses, and social service agencies.